

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Flinchbaugh Engineering

#### MANTEC

#### New Website Propels Sales at Flinchbaugh Engineering Inc.

##### Client Profile:

Flinchbaugh Engineering Inc. (FEI) is an employee owned leading-edge contract manufacturing facility in York, Pennsylvania that has helped customers reduce manufacturing cost for high quality precision machine products for 30 years. They have a diverse customer base across many industries including internationally recognized names such as Caterpillar, Siemens, Volvo Truck and Alfa Laval. The company employs 104 people.

##### Situation:

In 2007, FEI made a strategic decision to pursue line transfer services for current and potential customers. This decision required establishing a brand to help bring awareness of this service to other manufacturers. FEI had worked with MANTEC, a NIST MEP network affiliate, on the marketing basics such as brand name, image, message and literature. The result of this initiative was a new brand named Strategic Cell Migration, where an entire work cell, including machinery, tooling and test equipment, are transferred from the client's manufacturing facility to Flinchbaugh's campus. The next stage for the company was to bring awareness of Strategic Cell Migration to executive level decision makers at manufacturers in a broader market place. It was during this stage that FEI realized potential clients were searching online for solutions for their strategic sourcing challenges, unaware that line transfer represented an option to traditional outsourcing paradigms. The company wanted a website devoted to informing prospects of Strategic Cell Migration and again contacted MANTEC for assistance.

##### Solution:

FEI felt that a visual presentation of the process was needed to truly demonstrate Strategic Cell Migration. MANTEC worked with the company to design a website that explained the process and benefits. With the help of MANTEC, the company now has a website that includes a demo of the process, a cost savings calculator and case studies.

##### Results:

- \* Increased sales by \$10 million.
- \* Added 2 new customers.
- \* Created 52 new jobs.

##### Testimonial:

"MANTEC's support was instrumental to launching our Strategic Cell Migration brand, which allowed Flinchbaugh Engineering to establish more targeted and impactful selling opportunities, driving growth and preserving capital."

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Rob Campbell, Vice President of Business Development